













# MODERN TAILORING METHODS

## Brings Down the Price of Tailored Clothes in the City of Edmonton!

The House of LaFleche Bros. announces a permanent reduction in the prices of their High-Grade Tailored Clothes. This sweeping reduction of cost comes into effect on THURSDAY Morning, Oct. 14. Thereafter the prices of Suits will be:

**\$25<sup>00</sup>    \$27<sup>50</sup>    \$30<sup>00</sup>    \$32<sup>50</sup>    \$35<sup>00</sup>**

### Increased Production!

Few people realize how rapidly increased production reduces the cost in the tailoring of clothes. Overhead expense is a stationary one.

Our prices have been reduced so low that the tremendous increase in business is assured.

This big saving in cost comes off the price to you.

### How We Can Do This and Maintain the High Standard of Quality of Our Clothes!

#### Our Business on an Absolute Cash Basis

We will have no losses in bad accounts. Here indeed is a big saving that enables us to reduce the price of clothes.

#### Purchasing of Woollens in Large Quantities Direct From the Mills

In buying our woollens direct a tremendous saving is made which adds materially to the reduction of the cost of our suits.

#### Highly Developed Efficiency of Our Shop

Efficiency everywhere is the watch word in reducing cost. Every workman in our shop is a trained expert. Our equipment is unexcelled.

### Eliminating One Profit!

In having your clothes tailored by this house you are buying direct. You're buying from The Firm that makes The Suit. There are no middlemen's profits. What you pay elsewhere as profit we apply in the reduction of our prices and in giving you better clothes.

WHEN OTHERS ARE RAISING PRICES AND REDUCING QUALITY, IT'S JUST THE REVERSE WITH US

Every Suit  
Tailored Right  
Here in Our  
Own Shop!—  
Every Suit  
Tried on by  
Mr. LaFleche  
Personally  
Before  
Completion!



### A Statement from the Head of the Firm:

Gentlemen:

To many this will appear as a radical change. It is not a new idea with our House. Our system of Tailoring was primarily designed with this idea but never before were we in a position to handle the tremendous volume of business required to bring down the cost of production.

Since moving into our new quarters our business has increased away beyond all expectations, and today our system has been brought up to the capacity which enables us to give you our High Class Tailored Clothes at the new prices. Our business is conducted on an absolute cash basis—hence no losses or bad accounts. Every possible element of unnecessary expense has been eliminated from the buying of our woollens direct from the large English and Scotch mills down to the delivery of your suit when completed. The sum total of these reductions in cost has been applied in the reduction of the price to our customers.

As a final word I wish to express the Firm's appreciation of the support and confidence placed in us by the men of the city of Edmonton and District. Our aim will continue to be, as always in the past, to increase wherever possible, the quality and high standard of LaFleche tailored garments.

J. A. LAFLECHE

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**25**  
DOLLARS

SEE OUR WINDOW DISPLAY! INSPECT THE HUGE STOCK OF IMPORTED WOOLENS ON OUR TABLES

Be one of the first to Save Money on your New Fall Suit!

#### To the Man who has been wearing Ready-Made Clothes!

There's just one reason why men buy ready-mades—that's price. The fabrics, the lines, the workmanship, the fit, the wearing qualities of LaFleche Tailored Clothes are superior in every detail to any ready-made garment and now we have broken down this one objection of price.

Our new prices taking effect Thursday, October 14, 1915, represent more clothes value than you ever received in a ready-made suit—more satisfaction—greater economy.

Wear LaFleche Tailored Clothes and be correctly dressed. Your friends will think more of you. It will cost you less.

To men who buy so-called special order clothes through agents who have them made in factories in Eastern Canada!

#### Consider These Facts by Comparison:

Your measure is taken by a man who is not a Tailor. Your suit is cut by a man who never saw you. You get no try-on. You pay agents' commissions or profits. You pay expressage either directly or indirectly. You get factory workmanship.

#### The LaFleche Way!

Your measure is taken by our designer who knows just what best suits your personality. Your suit is fitted on by Mr. LaFleche personally before completion. What you pay in agents' profits we give you in clothes value—we have no agents or canvassers—we pay no commissions. Our time and ability are devoted solely to the making of your clothes. Our new prices speak for themselves.

We control the world-renowned Vickerman Serges for the City of Edmonton and District!

#### To Men who wear Tailored Suits, but not the "LaFleche kind!"

Are you getting perfect satisfaction from your Tailor? Are you confident that he has the ability to design clothes best suited to your personality? Are you satisfied that he is giving you the highest standard of clothes value for your money?

If so—well and good. If not—it's time to make a change. The LaFleche Tailoring Organization place, at your disposal a service unequalled—a tailoring service in which every unit is efficient—every workman an expert. Our new prices will benefit thousands. Be one of those to receive this benefit.

It's Not What We Say—It's What We Are Doing—The Final Test!

**\$25.00  
\$27.50  
\$30.00**

There'll be a rush for these Suits as high-class woollens are at a premium these days. COME EARLY--No matter if the Store is crowded--our Salesmen will be on the floor and every facility given to aid you in the selection of your suit. At these prices you will do well to select the goods for a couple of suits and have us put them aside for you. We will make them up whenever you wish

**\$32.50  
\$35.00  
Etc.**

Alberta's  
Big  
Tailoring  
House!

**LAFLECHE BROS.**

DOORS OPEN AT 9 O'CLOCK A.M.

**10139**  
Jasper Ave.  
Edmonton













# Why Pay a Higher Price for "Imitation" HUDSON'S BAY BLANKETS Than the "GENUINE ARTICLE" is Obtainable Here For?



HUDSON'S BAY "Point" Blankets have for centuries been famous over the whole of the North American Continent on account of their excellent qualities for warmth and durability and suitability for the particular requirements of this North Country.

THEY were first introduced to this country by the Hudson's Bay Company very many years ago, the quality in all sizes and colors being of the same standard, which the method of making the points to indicate the size was introduced so that it might be readily understood by the early inhabitants—the same standard both as to quality and to size being retained to this day on all GENUINE HUDSON'S BAY "POINT" BLANKETS.

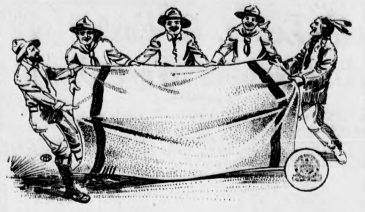
J EALOUS of the immense trade enjoyed by the Hudson's Bay Company of this Blanket, unscrupulous manufacturers and retailers have from time to time put on the market blankets of an INFERIOR QUALITY, representing them to the public as the equal of the well known HUDSON'S BAY BLANKET, in some cases charging a higher and some cases a lower price than is charged by us for the GENUINE BLANKETS.

DON'T BE MISLED, but before making your purchases, make a comparison of the blankets offered elsewhere with the GENUINE ARTICLE obtainable ONLY FROM OR THROUGH THE HUDSON'S BAY COMPANY.

NONE ARE GENUINE WITHOUT THE "SEAL OF QUALITY" LABEL ATTACHED. You have been told many times recently of the heavy advance in the price of all wool goods. We are able by our foresight in making large purchases prior to the advance, to announce a reduction of 50c per pair on all HUDSON'S BAY POINT BLANKETS. REVISED PRICES AS FOLLOWS:—

3 point, 8 lbs. Size 60 x 72.	\$6.50
Per pair	
3 1/2 point, 10 lbs. Size 63 x 81.	\$7.50
Per pair	
4 point, 12 lbs. Size 72 x 90.	\$8.50
Per pair	

Colors, white, grey, navy, green, red and khaki.  
(See 2nd Street Window Display)



## 1500 Yards White Cotton

10 Yards For \$1.00

A good cotton of medium weight and even weave, useful for almost any purpose; very reliable in wear; 36 in. **10 YDS. FOR \$1.00**

A New Shipment of All Wool Blanket Cloths

In white grounds with neat black stripes and checks. A clean heavy weave, well shrunk; 58 inches wide. (Also in all white). Per yard ..... **\$1.95**

## R-I-B-B-O-N-S

<b>Taffeta Ribbon</b> Pure silk taffeta ribbon, suitable for children's ribbons, sashes, girlish or trimming purposes; comes in colors white, black, sky, coral, navy, navy, pink, blue, red, purple and brown. OUR SPECIAL, per yard ..... <b>19c</b>	<b>Wash Ribbons</b> Satin baby ribbon in plain daisy or bow knot pattern; comes in colors white, pink, navy, blue, red, purple and brown. A bunch of 4 yards in a bunch ..... <b>10c</b>
<b>Wash Ribbons</b> Daisy rose bud and bow knot pattern; comes in colors white, pink, navy, blue, red, purple and brown. A bunch of 4 yards in a bunch ..... <b>10c</b>	<b>Wash Ribbons</b> Plain or spot design ribbon used for undergarments or fancy work; comes in white, pink, navy, blue, red, purple and brown. A bunch of 4 yards ..... <b>10c</b>
<b>Cushion Forms</b> —150 only; Cushion forms: soft down and feather filled; size 14x11 inches; inside covered; suitable for couch or baby pillow. Good value at 50c. Taffeta ..... <b>29c</b>	<b>Wash Ribbons</b> Taffeta baby ribbon in white, sky, pink or navy; done up in a bunch of 4 yards ..... <b>10c</b>

## Thursday Grocery Specials

Phone 6111

B.B. CO'S TEA, No. 2 blend, 1 lb. and 1/2 lb. tins, per tin, 30c.	\$1.45
SEAL OF QUALITY FLOUR, 80c.	
BAKING POWDER, B.B. brand, 1 lb. tin, Regular 63c, for ..... <b>75c</b>	
CANNED VEGETABLE SPECIAL A fine Tomatoes a fine Peas 8 1/2 lbs. Cans of Peas, Assorted sizes of 2 dozen tins, per case ..... <b>\$2.65</b>	
Now is the time to store several cases of canned vegetables for the winter to enjoy to the full.	
KEYSTONE QUALITY FRUITS, in cans, 1/2 dozen, per case, 30c.	99c
OLIVE OIL, 1/2 gal. of Italy brand, 50c.	
PINEAPPLE, CRANSELATED SUGAR, per 20-lb. can ..... <b>\$1.50</b>	
COMB HONEY, in quantity ..... <b>35c</b>	
HEINZ TOMATO SAUCE, per 2-lb. can ..... <b>22c</b>	
CORNSTARCH, 5 lbs. tins, in 10c. tins, 3 packages ..... <b>35c</b>	

## Fruit Department

ORANGES, per doz, 40c, 50c and 60c.	
LEMONS, per doz, 40c, 50c and 60c.	
GRAPES, Ontario Concord, per doz, 65c.	
TOKY GRAPES, per doz, 65c.	
See the new "Hot Point" Toaster, made of aluminum, fits on any of the small electric stoves. Special at ..... <b>\$3.25</b>	
See the new Imperial Electric IRON with adjustable back stand which converts the iron into a miniature electric stove. Complete for only ..... <b>\$3.50</b>	
Our Imperial Electric IRON with ordinary stand at ..... <b>\$2.95</b>	

## Ontario Concord GRAPES 2 baskets for..... 65c

## ELECTRIC APPLIANCES

PERCOLATORS, CHAFING DISHES, TOASTERS, GRILLS, IRONS, STOVES, LIGHTING FIXTURES, LAMPS, ETC.

Reg. to \$20.00 Electric Light Fixtures \$9.50  
See the display of free light, brass and copper fixtures, complete with glassware, wired and hung in your home at per fixture (Regular values in \$25.00) ..... **\$9.50**

See the new "Hot Point" Toaster, made of aluminum, fits on any of the small electric stoves. Special at ..... **\$3.25**  
See the new Imperial Electric IRON with adjustable back stand which converts the iron into a miniature electric stove. Complete for only ..... **\$3.50**  
Our Imperial Electric IRON with ordinary stand at ..... **\$2.95**

## Tungsten Lamps 25c

Buy your electric bulbs in small sizes for halls or corridors or large size for stronger lighting; up to 40 watt at each ..... **25c**

See the Electric Toasters—Regular values to \$10.00. Selling at ..... **\$2.95**

Brushed Brass Switch Plates, well dug at ..... **5c**

## A Special Sale of Boys' Smart Suits

Extra Values For \$6.65

Nobby new styles in boys' fall and winter suits, made up in dark and medium shades of the best quality Tweeds. Particularly good suits for school wear for boys sizes 26 to 34. These are double-breasted, styles with large full bloomers, raised seams, belt loops, etc. Exceptional values ..... **\$6.65**

## TEDDY BEAR SUITS For Ages to 6 Years



In cardinal, tan and brown shades; pants made with feet tied with cord at waist; jerseys buttoned at the shoulder; cap to match. For ages to 6 years. Price ..... **\$2.00 & \$2.50**

## BOYS' WOOL SWEATER COATS

With large shawl collar fitting close up to neck; close fitting wrist band; heavy Jumbo knit. Price ..... **\$2.75**

## CHILDREN'S SCHOOL JERSEYS

Plain and buttoned shoulder; made from English worsted wool. Sizes 22 to 32 ..... **75c to \$1.50**

## BOYS' RIBBED WORSTED WOOL HOSE

An ideal hose for school wear for fall and winter. Warm, well knit stockings that will give lots of hard wear. Complete with reservoir. Sizes 6 to 10. Per pair ..... **25c**

At \$27.50:  
Another lovely set up rug, complete with high graining chest; duplex grating reservoir. Newly milled trimmed. A name we have never before. Satisfied customers at \$25.00. Special Sale at ..... **\$27.50**

At \$35.00:  
Large shawl collar; extra large fire box; special grates, removable in an instant, warming closet. A name we have never before. Satisfied customers at \$35.00. Special Sale at ..... **\$35.00**

## Reg. to 55c Cretonnes and Sateens for 19c

400 yards of English cretonnes and sateens—the world's best. Colorings that are the envy of other mills and such quality cloth that feels soft and is guaranteed for washing. NO DUESSING IN OUR CRETONES ..... **19c**

## This Week-End Will be Devoted to a Special Sale in the Linoleum Dept.



GREAT pillars of Linoleum will tumble out under special price reductions here Thursday and following days. Every day will see many people taking advantage of the savings we are offering.

OUR Linoleum are the best procurable and made with greatest care, every piece being thoroughly well seasoned and best colorings only used—this combining strength, warmth and cost.

## Extra Special

5000 yards of 2-yard wide HEAVY SCOTCH LINOLEUM, guaranteed over 12 months old in warehouse. Value to the square yard, for ..... **49c**

Linoleum 4 Yards Wide For 49c  
1000 yards of 4-yard wide, in floor or tile designs and excellent colorings. Extra special price square yard, for ..... **49c**

N.B.—ALL LINOLEUMS LAID FREE OF CHARGE, except toward wide goods and bathrooms, for which we make a small charge.

Use ROXUR for keeping your linoleum clean. Per tin, 60c, 40c and 25c

## Living Models Demonstration of Gossard Corsets

Thursday and Friday Afternoon

In the Palm Room—4th Floor



A MOST unusual, interesting and attractive method of demonstrating the goodness of a front lacing corset—THE GOSSARD.

Mrs. C. R. MacMichael is the foremost Corset authority in Canada today and no woman in Edmonton should miss this opportunity of hearing what she has to say of corsets—their uses, benefits and the proper and improper methods of fitting and wearing same.

THESE talks are being held in the Palm Room, 4th floor, on Thursday and Friday afternoons, from 2 to 5 o'clock. Make it a point to be here on one or both of these days. It will be time well spent.

PRIVATE fittings may be had in the corset department during this week by Mrs. MacMichael, who will advise the proper model to suit your individual requirements may be made by applying at the corset section—Floor 2—with Mrs. MacMichael after the afternoon demonstration. A fitting will in no way obligate you to buy.

## A Select Showing of Velvet Suits for Women and Misses

Introduced Thursday at \$19.75

JUST ARRIVED! Two most attractive styles, cut on most desired New York models. These suits are positively the last word in style.

THEY are made up of splendid quality guaranteed Velvet, in shades of navy blue, black, green and the most desired shade Nigger Brown.

THESE coats are heavily interlined and lined with heavy quality satin, making them warm and serviceable as well as up-to-the-minute and stylish.

THESE suits are well worth half as much again. ..... **\$19.75**

Specialty priced at ..... **\$19.75**



HUDSON'S BAY CAFETERIA  
FOURTH FLOOR

The Hudson's Bay Company

HUDSONIA NOON 35c  
LUNCHEON